

## REMARKS

We have filed a request for continued examination of Serial No.10/734,159. In the final rejection of the application, claims 3-23 and 25-31 were presented for examination. The rejections of those claims are addressed below in the order in which they were presented. The same arguments for patentability apply to newly presented claim 32.

### Obviousness Type Double Patenting

A Terminal Disclaimer is filed herewith.

### Claims Rejections -35 U.S.C. §112

Claims 19-23 and 28-29 were rejected under U.S.C. § 112, second paragraph, as being indefinite. The undersigned assumes the Examiner meant claim 31 instead of claim 28. The phrase “may be” has been deleted from these claims.

### Claims Rejections 35 U.S.C. §102

The Black et al. patent has been carefully considered but it does not anticipate applicants' invention or render it obvious. Black, et al. discloses a system for presenting search results pertaining to commercial enterprises as stated by Examiner. However, Black et al. do not store geographical map data in conjunction with commercial enterprises. Black et al. shows a mapping data base 12 in Figure 2. However, the mapping is completely different than the geographical mapping which is described and claimed in the present application. Column 2, lines 59 *et seq* of Black et al. states that

“ Fig. 1 illustrates a computer system 10 in which a mapping database 12 maps URL's or domain names 14 to entities 16 such as people, businesses, or government agencies, as described in more detail below.”

This refers to “mapping” as used in computer jargon. Applicant is mapping in the traditional geographical sense of the word. The “plain English” definition of map is:

1. **geographic diagram:** a visual representation that shows all or part of the Earth's surface with geographic features, urban areas, roads, and other details.

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or

**2. drawing showing route or location:** a diagrammatic drawing of something such as a route or area made to show the location of a place or how to get there.

These are the well known traditional definitions of "map". No one of ordinary skill in this art would mistake the computer jargon used in Black, et al. for the traditional English language meaning of the word *mapping* as used in applicant's specification and claims.

The claims have been amended to more clearly bring out this distinction over Black et al.

This application appears to be in condition for allowance and such action is respectfully requested.

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